



CONSUMER MARKETING REPORT

Presented to the Montana Tourism Advisory Council

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2012 WARM SEASON IN-STATE & REGIONAL GET LOST CAMPAIGN

CAMPAIGN OVERVIEW

+ Goals

- Increase intent to travel to/in Montana
- Increase site visitation and encourage visitors to use site as a planning tool

+ Timing:

- May 21, 2012 – end of September 2012

+ Media Budget: \$1,070,000

+ Markets:

- Montana and regional markets (including Canada)

+ Media:

- TV, radio, OOH, and online

MARKETS (DETAIL)

+ MONTANA

- Billings
- Butte-Bozeman
- Glendive
- Great Falls
- Helena
- Missoula

+ NORTH DAKOTA

- Minot-Bismarck

+ SOUTH DAKOTA

- Rapid City

+ WYOMING

- Casper-Riverton

+ IDAHO

- Idaho Falls

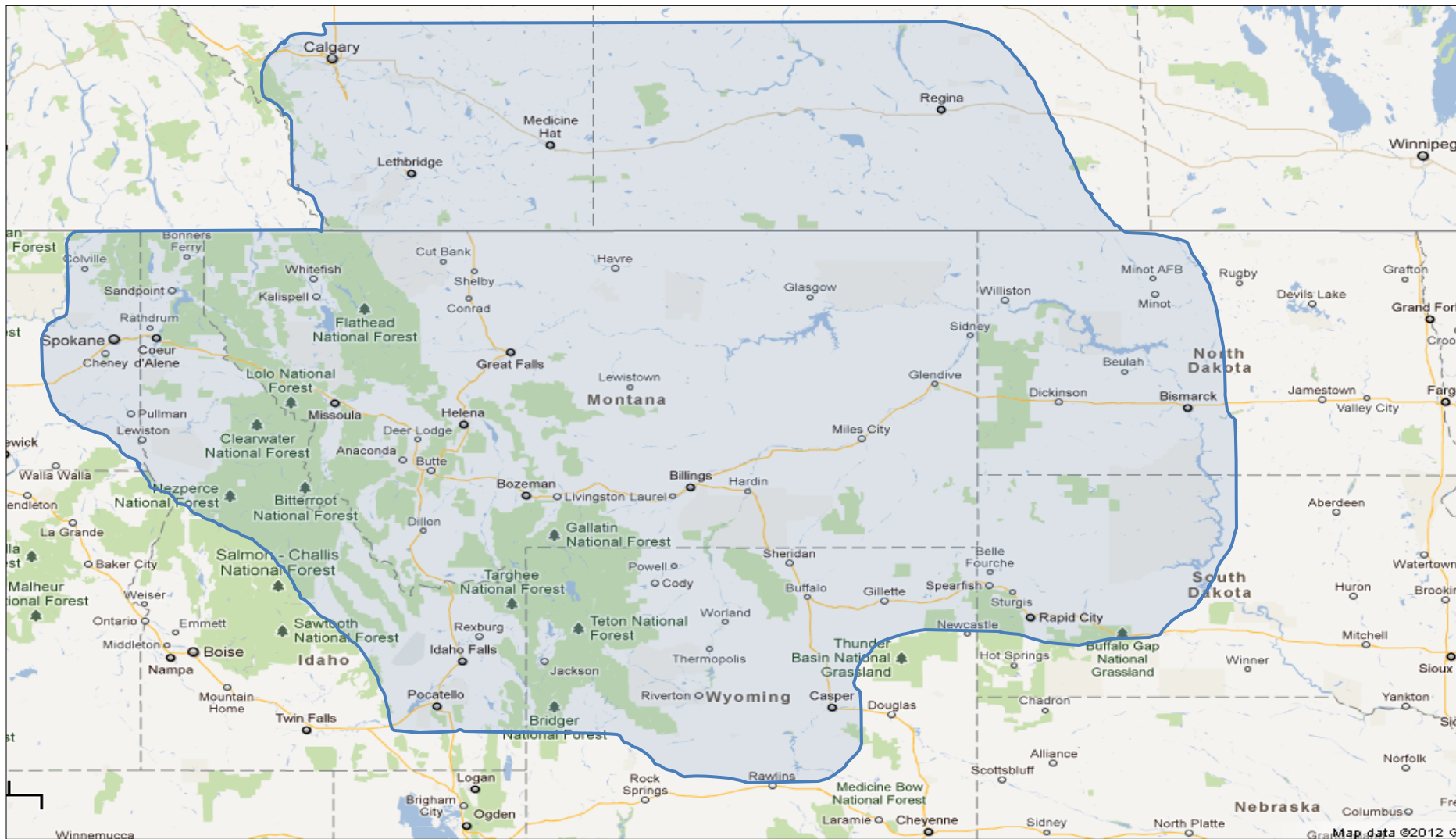
+ WASHINGTON

- Spokane

+ CANADA

- Calgary
- Lethbridge
- Regina
- Medicine Hat

MARKET COVERAGE



STRATEGY

FY12 – Warm Season ~ In-State & Regional

BUCKET LIST CHALLENGE

+ Message

- “Here are the places your neighbors love. What are yours?”

+ Submit your Bucket List

- Have a bucket list and hit submit

+ If you're a winner, we'll make it happen

- Each trip's logistics will be different
- Encourage social media updates, posts as trip occurs
- Opportunity to gather content (photos, video footage) for future use

+ Monthly winners throughout warm season



GET LOST EVENT SERIES

+ Message

- “Meet us there”

+ Components

- Specific events across the state and season
- Event wrangler + event team + swaggin’ wagon

+ What are they doing?

- Give away swag
- Promote the site + BL challenge
- Promoting other things to do in the area

+ Desired Outcome

- Travel
- Posts, content
- Social buzz

CREATIVE

FY12 – Warm Season ~ In-State & Regional



NOT LOST

1S1 8825

CREATIVE – TV

- + Makoshika (:30)
- + Butte (:30)
- + Virgelle (:30) – planned/in development
- + Polebridge (:30) – planned/in development

TV SAMPLES

ONLINE

FY12 – Warm Season ~ In-State & Regional

CREATIVE – ONLINE

+ **Sip N' Dip**

http://demo.pointroll.com/PointRoll/AdDemo/TravelMontana/GLMT_sipndip_300x250Pe8.asp

+ **Makoshika**

http://demo.pointroll.com/PointRoll/AdDemo/TravelMontana/GLMT_makoshika_300x250Pe8.asp

OUT-OF-HOME

FY12 – Warm Season ~ In-State & Regional









GET LOST.

(IN MONTANA)

GETLOSTMT.COM

CREATIVE – RADIO

- + :30 second spots
- + Creative will promote Get Lost Event Series events
 - Makoshika Buzzard Day
 - Libby Logger Days
 - Wolf Point Wild Horse Stampede
 - Bannack Days
 - Red Ants Pants Music Festival
 - Crow Fair
 - Reed Point Sheep Drive
 - Montana Bale Trail/What the Hay

RADIO SAMPLES

WEBSITE UPDATES

WWW.GETLOSTMT.COM

Q & A

THANK YOU.